

**Official Job Standards: Events Marketing Coordinator**

**Georgia Chamber of Commerce, February 2024**

**Position Reports to: VP External Affairs with shared supervision by Director of Events**

**Division: GCC Experience Team**

**Job Description:** The Events Marketing Coordinator serves a critical role in the production of world class events for the Georgia Chamber. This role serves on the Chamber's External Affairs team and bridges between the Chamber's Events team and the Investor Engagement team to ensure the efficient production management of all event-related communication and sponsorship deliverables.

The Event Marketing Coordinator role works with the Vice President of External Affairs, the Director of Events, the GCC Brand Manager, the GCC Communications Specialist, and the GCC Business Development team to achieve organizational goals and objectives determined by the larger Georgia Chamber strategic planning process.

**RESPONSIBILITIES:**

Production management of all event deliverables including:

- Work with VP External Affairs and Director of Events to create event timelines and templates
- Create and manage the GCC event webpages
  - Using Atlas Client Management System
  - Coordinating sponsor logo/name updates
  - Event microsites (ex: Rural Prosperity or DEI)
- Coordinate and manage event presentations – *working closely with event content lead*
  - Manage and coordinate external speaker content
    - Presentations
    - Biographies
    - Headshots
    - Pre-event briefing calls
  - Coordinate internal presentation materials
    - Master deck
    - Sponsor videos or advertisements
    - Sponsor logos
- Manage event emails *with GCC Communications Specialist*
  - Attendee emails
  - Pre-event emails
  - Post-event emails
- Creating and managing event promotional materials announcing programming and speakers *with GCC Brand Manager*
  - Pre event
  - Post event recap
- Coordination of event-related printed materials *with GCC Brand Manager*
  - Tabletop sponsor displays
  - Agendas
  - Event signage

- Sponsor acknowledgements
  - Directional signage
  - Breakout sessions
- Manage event sponsors fulfillment with *GCC Business Development Manager(s)*
  - Verifying complete sponsor lists for each event
  - Confirming correct logos and information for materials
  - Managing benefits available for each sponsor
  - Coordinate sponsor deliverables for each event (such as branded merchandise included with a certain sponsor level)
  - Coordinate with Business Development Team to ensure Sponsors maximize their engagement and participation at events
  - Assist GCC Business Development team with sponsorship documents to coincide with events budgets and sponsorship levels
- Coordinate with external event contractors as needed related to
  - AV
  - Production team
  - Marketing groups
  - Apparel businesses
- Trade management in coordination with the *VP Business Development*
- Other duties as assigned

**What are the prerequisites for employment? (Education, prior experience, other)**

- Bachelor's degree in Communications, Public Relations, Marketing, or equivalent work experience
- Demonstrated strong verbal and written communications skills
- Ability to think strategically and creatively
- Excellent proofreading skills
- Ability to manage multiple projects and meet assigned deadlines
- Strong knowledge of communications, marketing, digital media and public relations industries
- Ability to be comfortable working in an intense, rapidly changing environment
- Must be a team player and possess the ability to work well with others
- Strong organizational skills
- Must be proficient in Word, Excel, PowerPoint, and Microsoft Office products
- Must have high integrity and maintain confidentiality

**COMPENSATION: \$45,000 - \$50,000**

- Salary range is dependent upon experience
- Work hours are 8:00 AM to 5:00 PM, one-hour lunch
- Employer paid 401(k) contributions
- Employer assisted major health, dental, life insurance, and short & long-term disability insurance programs
- Employer paid time off for vacation and sick leave
- Employer paid parking or public transportation pass
- Hybrid work schedule available after 90-days of employment